

## **Historic, Archive Document**

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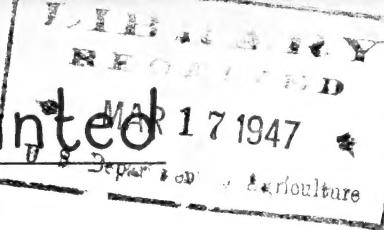
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Feb. 15, 1947

# Let's get acquainted

WITH THE

**McMAHON CO.** *Rapid City*  
REGISTERED BRANDS FEED AND SEEDS  
*S. Dak.*



Our firm was organized in 1896 or a few short years after this part of the country was taken from the Indians. The business has grown with the ranchers and farmers by selecting the seeds and feed best adapted for their use, and it is to these people to whom we are indebted for our success. It has always been our policy to establish a market and to pay them a fair price for their products when they had them to offer. When in need of merchandise it was priced right or at a margin which kept prices down. When selling we made our prices strictly competitive at all times, and we will not knowingly be undersold, quality considered.

In order to take care of our ever expanding business we have added to our force the following new employees to give you better service and help you with your feed and seed problems.

In the seed and poultry department we have Jane Sherman in charge. She was raised on a farm in Western S. Dakota and knows seed and feed from the farmers standpoint. She is fast becoming one of the high ranking seed analysts of the state. Miss Sherman is also head of our poultry department and will be glad to assist you in selecting your chicks and poult.

Clement Kehrwald is foreman of our seed cleaning department and will be an assistant seed and grain buyer. He is a graduate of Brookings Agricultural College and served 3 years and 8 months in the Navy during which time he spent 9 months in the Pacific between China and Japan.

Fred Wells is assigned to the position of traveling salesman and assistant buyer. He is an ex-G I who spent 6 years in the Coast Artillery and Signal Corp in Panama previous to returning to Rapid City.

Murdock C. Johnson is taking the position as assistant manager. Mr. Johnson served 38 months overseas with the First Armoured Division in both the African and Italian Campaigns.

# \$500,000,000.00

That's what it costs the American Stockgrowers every year! In pounds of meat lost, and worthless grubby hides. Make plans now for control of lice, flies, grubs and other insect pests that cut down the income from your cattle and sheep.

## PURINA DDT PRODUCTS

The 1947 program is again built around three separate products, each one developed to meet a distinct need.

For Farm Bldgs and



### Stock Cattle

50% Wettatable

DDT Powder

1-1b	\$1.23
3-1/3 lbs	3.90
50 lbs	44.00

FOR DAIRY CATTLE



Don't let flies rob you of 10% to 15% milk flow this summer

Concentrated - 1 pint makes 6 gal of spray, contains DDT.

Pint	.90
Quart	1.75



Kill Flies In the Home

USE PURINA  
FLY SPRAY WITH DDT

Pt. .40 Qt. .75 Gallon 2.75

## ACCOTOX

ACCOTOX - 50% Wettatable DDT Powder

4-lb Pkg. 2.70

## PURINA INSECT KILLER

Contains Rotenone and DDT, kills cattle grubs, lice, ticks and fleas. Can be used as a dusting powder or as a spray.

6-oz can .85 5-lb can 4.00  
45-lb drum \$28.80

## EVANS 5% Rotenone Powder

For control of grubs on livestock. Mix 7½ lbs to 100 gallons of water.  
7½-lb pkg \$8.00



## PURINA ROOST PAINT

½ Pt. \$1.05

1 Pt. \$1.95

SCREW WORM CONTROL --- For wire cuts, dehorning and treating other wounds.

Pint .75

## NEW HOG WORMER

Pigtab Granules come in a can containing 10 doses -- the amount necessary to treat 10 pigs between 45 and 65 pounds in weight.

Easy to use, simply mix with ground feed. Per can .85

## KILLS RATS

RAT-TROL The new ANTU Rat Killer!!

1. As TRACKING poison
2. As WATER poison
3. As BAIT poison

2oz can .65

## CANE-TROL!

Prevent bloat by mixing Cane-Trol with your salt.

10lb sack \$3.25 20lb sk 6.25

APEX Ant Killer	.25
Pigseules (Worms Hogs) Box of 50	4.25
Cyanogas Ant Killer 4oz can	.30
Cyanogas A-Dust (Kills rats, mice, Gophers) 1-lb can	.75
Mouse Killer (Liquid) 6oz btle	.50
Crab Grass Killer 6oz btle	1.00
Che-o-Sote Gal.	.85

# McMahon's **CHEK-R-CHIX**

1. CHEK-R-CHIX are bred for high production
2. CHEK-R-CHIX come from bloodtested flocks
3. CHEK-R-CHIX parent flocks get a special Breeder Ration



**FREE** One brooder thermometer with each order of chicks received before March 1st.



**NOTICE** on orders for less than 100 Day-old chicks, add one cent per chick. Prices subject to change without notice. We guarantee 100% delivery.

## AAA CHECK-R-CHIX per 100

White Rocks	\$14.00
White Wyandottes	14.00
Buff Orpingtons	14.00
New Hampshires	14.00
White Leghorns	14.00
Rhode Island Reds	14.00
Austra Whites	14.00
Rock Legs	14.00
White Giants	14.00

**Start Chicks RIGHT... Feed  
CHICK STARTENA**

Be sure to order Purina Chick Startena and Purina Chek-R-Tabs with your chicks. Startena is backed by years of research and has proven to be dependable and is proclaimed the No. 1 chick starting feed in America. Two pounds per chick is all that you will need. There is always danger of disease germs so protect your chicks against possible infection by using Chek-R-Tabs regularly -- one tab per quart of water. The cost is low. Don't neglect this safeguard.

Prices on sexed chicks will be furnished upon request. Terms: Cash with order or C.O.D. Shipped prepaid if cash accompanies order; if shipped C.O.D. send two cents per chick with your order, balance due plus shipping charges when chicks arrive. Save shipping charges by sending cash with your order.







# McMAHON COMPANY'S "Registered Brands" ANNUAL PRICE LIST



## GARDEN SEEDS

All garden seeds available in 5¢ and 10¢ packets.



### BEANS

	1/2 lb.	1-lb.	3-lb.
Improved Golden Wax	.25	.40	1.10
Pencil Pod Blk Wax	.25	.40	1.10
Plentiful	.25	.40	1.10
Burpee's Stringless	.25	.40	1.10
Kentucky Wonder	.25	.40	1.10
Henderson Bush Lima	.25	.40	1.10
Navy Beans	.12	.20	.50

### LETTUCE



### PUMPKINS



### TOMATOES



Add 2% Sales Tax to all garden seed orders.

### BEETS



	Oz.	1/2-lb.	1-lb.
Early Blood Turnips	.15	.50	.90
Crosby's Egyptian	.15	.50	.90
Detroit Dark Red	.15	.50	.90
Swiss Chard Silver	.15	.50	.90
Golden Tankard Stock	.15	.40	.70

### BRUSSELS SPROUTS

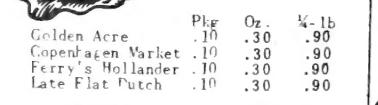
	Pkg.	Oz.	1/2-lb.	1-lb.
Dwarf Improved	.10	.60	2.00	

### CUCUMBERS



	Oz.	1/2-lb.	1-lb.
Everbearing	.20	.60	2.10
Chicago Pickling	.20	.60	2.10
Imp. Long Green	.20	.60	2.10
Early White Spine	.20	.60	2.10
Early Fortune	.20	.60	2.10
Straight 8	.20	.65	2.25

### CABBAGE



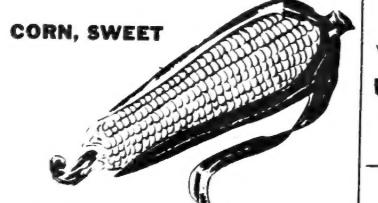
	Pkg.	Oz.	1/2-lb.	1-lb.
Golden Acre	.10	.30	.90	
Copenhagen Market	.10	.30	.90	
Ferry's Hollander	.10	.30	.90	
Late Flat Dutch	.10	.30	.90	

### CARROTS



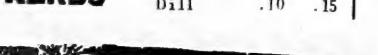
	Oz.	1/2-lb.	1-lb.
Chantenay	.20	.50	1.80
Danvers Half Long	.20	.50	1.80
Ox Heart	.20	.50	1.80
Nantes Coreless	.20	.60	1.80

### CORN, SWEET



	1/2-lb.	1-lb.	5-lb.
Golden Hummer	.15	.25	1.10
Golden Bantam	.15	.25	1.10
Golden Sunshine	.15	.25	1.10
Tendergold Hybrid	.30	.50	2.25
Golden Bantam Hybrid	.30	.50	2.25

### HERBS



	Pkg.	Oz.	1/2-lb.
Dill	.10	.15	.50

## GARDEN SEEDS

Garden seeds are all quoted postage paid, and shipments will be made the same day your order is received. All our garden seeds are selected and grown under climatic conditions suited to this climate and will give excellent results under average conditions if planted early.

### LETTUCE



### PUMPKINS



### TOMATOES



Add 2% Sales Tax to all garden seed orders.

### BEANS



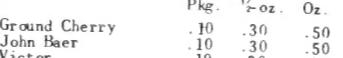
### RUTABAGAS



### MUSKMELON



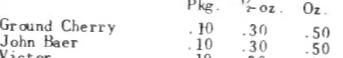
### TURNIPS



### RADISHES



### WATERMELONS



### SPINACH



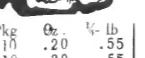
### SQUASH



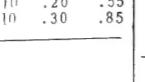
### BERMUDA ONIONS



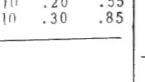
### ONION SETS



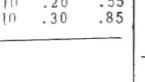
### ONIONS



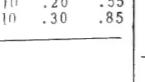
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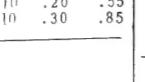
### PEAS



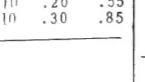
### NASTURTIUMS



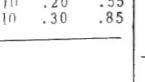
### SWEET PEAS



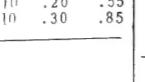
### PEAS



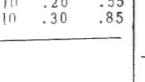
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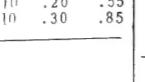
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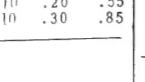
### CORN, SWEET



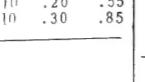
### PARSNIPS



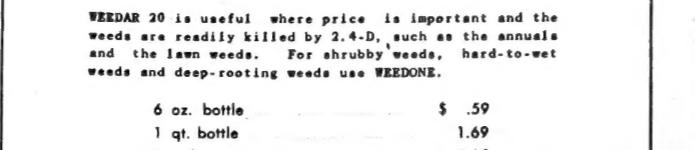
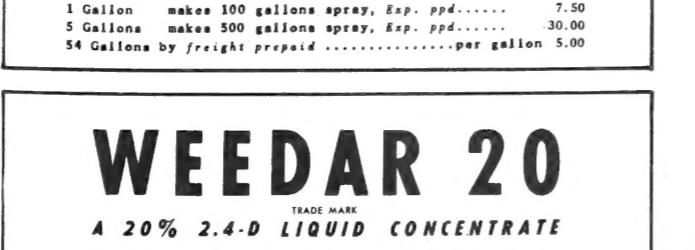
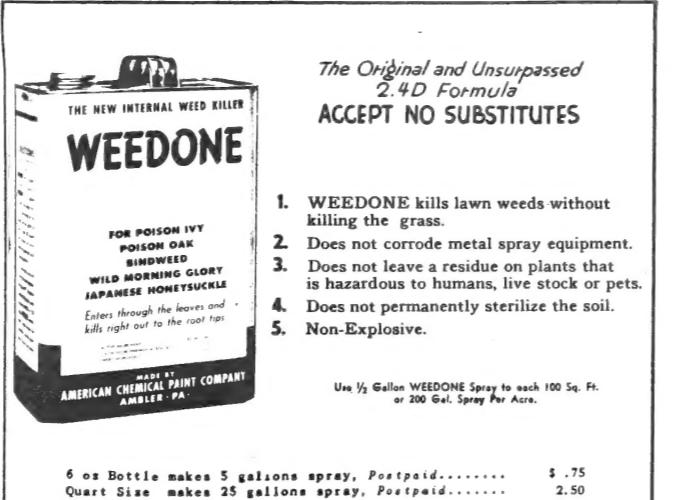
### PARSLEY



### PEPPERS



### WEEDONE



Purina Garden Dust - The 3-way insecticide - 1-lb Pkg. 50¢



RAPID CITY, S. DAK.

McMAHON

COMPANY

STURGIS, S. DAK.

FEBRUARY  
15  
1947

## FIELD SEEDS

For the past fifty-one years it has been our policy to supply our customers with high-quality seeds and feeds at lowest possible prices. Registered Brands seeds are absolutely fresh, and can be depended on to be a high percentage of purity, and germination.

### Alfalfa

Cossack



Certified Red Tag

100 lb.

Dak. Grown (Top)

.55

Dak. Grown (Choice)

.50

Dak. Grown (Top)

48.00

Grimm

.54

52.00

Odeless, balanced chemical



Purina  
Chows



Substitutes are a thing of the past. Ask for high quality Purina Chows which are now available in any quantity. Come in and let us help you with your feeding problem.

## POULTRY Feeds



Scientifically balanced for fast growth, high livability. Takes only two pounds per chick.

FEED STARTENA

Largest selling starter feed in America.

Price 10¢ cwt. higher f.o.b. Sturgis  
251b 1001b  
Chick Startena 1.50 5.60  
Broiler Chow Ckrs 1.35 5.05  
Broiler Chow Meal 1.35 4.95  
Chick Growing Chow 1.45 5.35  
Chick Growena Chow 1.35 5.05  
Chick Growena Ckrs. 1.40 5.15

## PURINA LAY CHOW

Balance your grain with Purina Lay Chow for lots of eggs. For better hatchability we recommend feeding Breeder Lay Chow and Turkey Lay Chow to your flocks.

Price 10¢ Cwt higher f.o.b. Sturgis

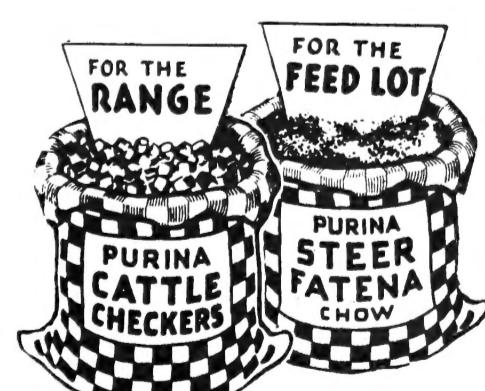
22% Lay Chow	251b	1001b
22% Lay Chow Ckrs	1.40	5.15
Breeder Lay Chow	1.50	5.60
Layena Meal	1.30	4.75
Layena Meal Ckrs.	1.30	4.85
36% Chick Chowder	1.65	6.10
Chowder Special	1.85	6.95
Chicken Fatena Meal	1.20	4.30



Big news to turkey raisers. At the Purina Research Farm, Purina Turkey Startena Checkers produced a 20% larger poult at six weeks of age than the finest Turkey Mash ever produced.

Turkey Startena Ckrs.	251b	1001b
Turkey Startena	1.70	6.35
Turkey Growena Meal	1.65	6.25
Turkey Growena Ckrs	1.40	5.15
Turkey Fatena Ckrs	1.25	4.40
Turkey Breeder Chow	1.40	5.25
Turkey Growing Chow	1.45	5.45

## CATTLE and SHEEP FEEDS



Purina Checkers -- the feed that's built to produce good cow condition, a large calf crop, extra weight, and a good flow of milk for calves.

Prices 10¢ CWT. higher f.o.b. Sturgis

Blue Cattle Chkers.	100 lb	Ton
Blue Sheep Chrs.	3.90	76.50
20% Green Cattle Ckrs	3.90	76.50
20% Green Sheep Ckrs	4.25	82.50
Special Cattle Ckrs.	4.30	82.50
Steer Fatena Meal	4.75	89.50
Lamb Fatena Meal	4.10	79.00

# PURINA • CHOWS and FEEDS



The Aristocrat of all Proteins

40% Lincoy Pellets	1001b	Ton
Linseed Meal	4.75	91.00
Soy Bean Meal	4.40	83.70
Soy Bean Ckrs.	4.55	86.70

## DAIRY CHOWS and OMOLENE

RAISE A GOOD CALF AND



One bag of Calf Startena can save 40 gallons of milk. Grows big, thrifty calves. Saves time and labor.

Prices 10¢ Cwt. higher f.o.b. Sturgis

Calf Startena	251b	1001b
Calf Chow	1.65	6.15
34% Cow Chow Supp.	2.00	7.55
Bulky Las	1.35	5.00
Bulky Las & Oats	1.00	3.60
Omolene	.90	3.30
	1.20	4.40

## GOAT & DOG CHOWS

Kibbled Dog Meal	51b	251b
Dog Chow Checkers	.55	2.90
Goat Chow	.60	3.00
	.35	1.30

## RABBIT & MINK CHOWS

Rabbit Chow Meal	251b	501b
Rabbit Chow Ckrs	1.35	4.90
Mink Chow	1.25	4.50
	1.80	6.80

## HOG CHOWS

### For FAST GAINS

Many leading hog men average 100 lbs. of pork with 5½ bu. of corn and only 50 lbs. of Hog Chow on the Purina plan.

Grain with HOG CHOW

Sow & Pig Chow Meal	251b	1001b
Sow & Pig Chow Ckrs	1.55	5.70
Hog Chow Supp.	1.50	5.50
Hog Chow Supp.	1.50	5.60

## REGISTERED BRANDS Feeds

We manufacture Registered Brands feeds from home grown grains mixed with Purina supplements in accordance with Purina time tested formulas. Registered Brands is a high quality feed reasonably priced.

R.B. Starter Mash	251b	1001b
R.B. Growing Mash	1.25	4.60
R.B. Lay Mash	1.20	4.30
R.B. Dairy Ration	1.15	4.10
R.B. Chick Scratch	.90	3.25
R.B. Hen Scratch	1.00	3.50
R.B. Hog Ration	.90	3.20
R.B. Chop Feed	.70	2.40

## MINERAL SALT



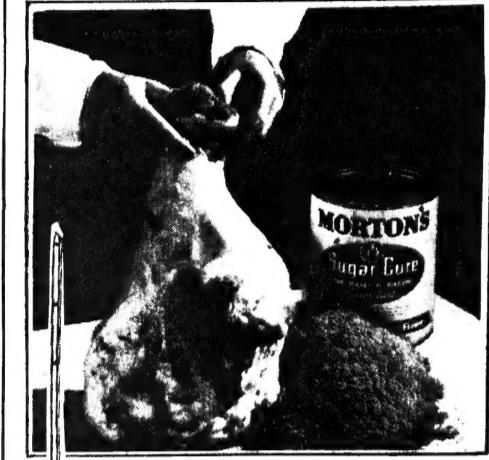
FEED  
SWIFT'S MINERAL  
SUPPLEMENT  
The Right Start  
for a  
Better Finish

There are two periods in the life of an animal when minerals are most important: at the start of life, and during pregnancy and lactation.

FOR ALL LIVESTOCK AND POULTRY

Chowder Hopper and Guard, each	2.35
48" All Metal Feeder	1.95
24" Chick Feeder	.35
Poultry Waterer, 3-gallons	1.75
Glass Founts	.10
Checker Wafers	.35
Chlorena Duster (small)	.50
Dobbins Duster	1.50
Electric Water Warmers	3.85
Hudson Atomizer Sprayer	.49
Pressure Sprayer, 3½-gallon	7.50

## Smoke Salt



The secret of a perfect cure and wonderful flavor. Use the pump to cure from the inside out -- rub on Sugar Cure to strike in from the outside.

Morton's Sugar Cure 7½lb	.75
Morton's Sugar Cure 10lb	.95
Tenderquick 2½lb	.50
Tenderquick 10lb	1.75
Sausage Seasoning 3oz	.15
Sausage Seasoning 10oz	.30
Meat Pump Gun	1.50

FREE -- a complete meat curing book, 100 pages -- 225 pictures -- covering butchering, curing, sausage making, and also directions for cured smoked turkeys, given with each \$3.00 purchase of meat curing products.

## Purina SANITATION PRODUCTS

Protect your chicks with Purina

## CHEK-R-TABS

A drinking water tablet for chickens and turkeys.

30 Tablets	.25	60 Tablets	.50
150 "	1.00	600 "	3.00

CHEK-R-FECT - Powerful, germ killing disinfectant for the brooder house. Has a pleasing odor. Non irritating. Won't stain.

Pt. .60	Qt. \$1.05	Gallon \$2.75
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CHEK-R-TON - Kills large roundworms, pep's up appetite, helps put sluggish, run-down birds back on the nest.

3-lbs \$1.10	6-lbs \$2.10
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CHLORENA POWDER - Use as rinse for feeders and fountains to cut film and kill germs. Recommended too as dust for birds suffering from colds.

1-lb .50	3-lbs 1.00
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INSECT OIL - Keeps down mites in one thorough application a year. Easily applied to control bedbugs, blue-bugs and sticktite fleas. Gal 1.70

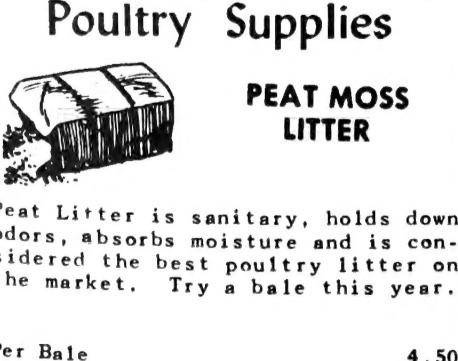
CRE-SO-FEC A U.S. Approved disinfectant. Also used as a dip for livestock with lice. Gallon 2.75

PURINA LICE POWDER - It clings to the feathers, kills quickly!

12oz can .30
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## Poultry Supplies



Peat Litter is sanitary, holds down odors, absorbs moisture and is considered the best poultry litter on the market. Try a bale this year.

Per Bale 4.50



Your Attention,  
Please!

Prices quoted are subject to change without notice. Shipments will be made at price in effect date order is received.

Prices are quoted F.O.B. Rapid City, except garden seeds which are prepaid. Out-of-town orders will be delivered to the post office, truck or railroad depot free of charge. 2 per cent State Sales Tax should be added on all seed orders within the state. We will ask that when mailing orders you include enough to pay for tax. If not included, same will be deducted from your order and shipments made accordingly.

## New Crop varieties

**MIDA WHEAT**, recently released by N. Dak. State Experimental Station. It is a bearded wheat highly resistant to rust and disease. High yielding and good milling qualities. Be sure to see us early for your supply of seed wheat.

**HYBRID CORN - Registered Brands**  
Hybrid corn is a popular hybrid of 85 day maturity. Proven successful by many, many corn growers the past three seasons. It is now a must have on their seed requirements. We are now accepting reservation orders for this corn.



A picture of Henry Wehnes, Buffalo Gap, S.D., in his field of Sweet Sudan Grass taken in August 1945. Note the leafy luxuriant growth.

N E W

## PLANT HORMONES **WEEDONE**

TRADE MARK

The original and unsurpassed 2-4-D weed killer! Get rid of those weeds!!

6oz	.75	Gal.	7.50
Qt	2.50	5 Gal	30.00

## **ROOTONE**

Reg. U. S. Pat. Off.

Rootone, the plant hormone powder for faster and heavier rooting.

1/4 oz	.25	2 oz	\$1.00
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## **TRANSPLANTONE**

Transplantone reduces wilting and losses in transplanting.

1/2-oz	.25	3-oz	\$1.00
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## **FRUITONE**

Fruitone is sprayed on fruit trees, tomatoes, beans, etc for a better full crop harvest. 2/5 oz .25

1/4 oz	.25	2 oz	\$1.00
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McClathon Co.  
Wholesale and Retail  
Seed, Feed and Fuel  
Rapid City, S. Dak., Phone

# 3 of the BEST KNOWN PROTEINS All in One

## Linseed Meal

Noted for its ability to produce sheen and bloom in livestock; abundant in mucin which acts in a regulating way upon the digestive system; aids in keeping livestock thrifty.

## Cottonseed Meal

Contains rich protein of the highest quality and abundant in phosphorus. All feeders and ranchers are familiar with the feeding value of Cottonseed Meal.

## Soybean Meal

One of the richest and most digestible proteins. Produces the most economical gains of all protein supplements. Only the highest quality, properly cooked Soybean Oil Meal is used in LINCOY.

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CONDITION

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ENERGY

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ECONOMY

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POPULAR  
SIZE  
BUNK  
PELLETS

and  
RANGE  
WAFER  
CAKE



## 100% OIL MEALS PERFECTLY BLENDED—NOTHING MORE

Guaranteed—40 Pounds of Rich Protein In Every 100 lb. Sack. We Do Not Believe You Can Buy a Better Protein Supplement Than LINCOY, Regardless of What You Pay.

If You Want a Feed That Is One in a Thousand, Rather Than One of a Thousand, Here It Is. LINCOY Has the Right Combination of the World's Best Proteins All in One.

MANUFACTURED BY

# NIxon & COMPANY OMAHA, NEBRASKA

# What Protein Should You Feed?

After all of the arguments are heard and the many feeding tests analyzed the question remains, "Should I feed Cottonseed Cake, Linseed Meal or Soybean Oil Meal?"

Each of these proteins have their good points and each one is endowed by nature with ideal qualities to produce certain results.

May we suggest that you feed

## *Lincoy* Cake

You then will solve the question because you will be feeding all three of these rich proteins—perfectly blended into one rich protein supplement; a variety of proteins from the best known sources.

LINCOY does not contain any weed seeds, mill dust, screenings or filler of any kind—40 pounds of rich protein in every 100 lb. sack.

In feeding LINCOY your livestock utilizes for body maintenance, tissue building, reproduction, etc., the rare protein and the conditioning and regulating properties of Linseed Meal, the rich protein of excellent high quality plus phosphorus from Cottonseed Meal, and the efficient and digestible protein from Soybean Oil Meal.

Feed LINCOY in the same manner you have been accustomed to feeding Linseed Meal, Soybean Oil Meal or Cottonseed Meal or Cake.

LINCOY Pellets are of the proper size and hardness for feeding livestock in the bunk or on the range. The particular size and shape of the LINCOY Pellets for sheep, calves or mature cattle on the range is similar to a wafer and permits animals to chew properly without spitting any out. The degree of hardness will prevent breakage in handling and disintegration when thrown on wet ground or snow. These Pellets are hard enough to hold the fines to a minimum.

## For Feedlot or Range Use LINCOY

Accept no other protein feed you are told is JUST AS GOOD.

**SEE LINCOY MADE AND PELLETED  
... WHEN YOU ARE IN OMAHA**

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**NIXON & COMPANY**